

Message Text

UNCLASSIFIED

PAGE 01 STATE 047932
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM/BED/OIM/JLBLOW/CMM/DFH
APPROVED BY EB/OCA/CM/JJREILLY
COM/BED/OIM/RGOOTENBERG/PHONE
COM/BED/OIM/CGENDREAU(DRAFT)
COM/BED/OIM/EOOLSEN/AD/EM
COM/BED/OED/GBURKE(PHONE)
STATE/EB/OCA/JREILLY
STATE/ARA/WSKOK
STATE/ARA/SMYLES

-----020559 242331Z /72

R 240333Z FEB 78
FM SECSTATE WASHDC
TO AMEMBASSY BUENOS AIRES

UNCLAS STATE 047932

E.O. 11652: N/A

TAGS: BEXP, AFSP, AR

SUBJECT:COUNTRY COMMERCIAL PROGRAM FOR ARGENTINA FY-1979
GUIDANCE

REF: A) BUENOS AIRES 2387; B) STATE 44899; C) STATE 00018

1. THE FOLLOWING ADDRESSES THE PRELIMINARY INPUTS FOR FY 1979 CCP CONVEYED BY REFTEL (A) IN RESPONSE TO STATE 44899. IT IS PROVIDED AS GUIDANCE TO ASSIST IN FORMULATION OF THE MISSION'S DRAFT CONTRIBUTIONS FOR FY 1979 PURSUANT TO REFTEL C.

2. CURRENT ASSESSMENTS OF ARGENTINA'S ECONOMIC SITUATION INDICATES MUCH IMPROVEMENT OVER RECENT YEARS. THE GDP
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 047932

GROWTH OF ALMOST FIVE PERCENT, THE STRONG END OF YEAR TRADE BALANCE, THE GROWTH RATE OF 50 PERCENT FOR U.S. EXPORTERS ALL AUGUR WELL FOR INCREASED ECONOMIC/COMMERCIAL ACTIVITY DURING THE 1979 FISCAL YEAR. THE USDOC COMMERCIAL GROUP HAS NOTICED AN INCREASED NUMBER OF BUSINESS INQUIRIES. A POSITIVE SECURITY SITUATION HAS CAUSED MORE AND MORE U.S. BUSINESS MEN TO RETURN TO ARGENTINA.

3. AN OVERALL CCP OBJECTIVE WILL BE TO INCREASE THE U.S.

MARKET SHARE THROUGH A VARIETY OF MEASURES THAT INCLUDE INTENSIFIED CAMPAIGNS IN BEST PRODUCT LINES AND CONTINUED SPIN-OFF FROM THOSE COMMERCIAL OPPORTUNITIES GENERATED BY THE NEW U.S. TRADE CENTER IN SAO PAULO, BRAZIL.

4. RE RECOMMENDATIONS FOR CAMPAIGNS IN REF. A, WE BELIEVE THAT ALL FIVE SUGGESTIONS HAVE MERIT. POST MAY WISH HOWEVER TO INCLUDE AS OTHER SPECIAL POST EFFORT PREFERABLY UNDER RUBIC OF TRADE PROMOTION EVENT SUPPORT, SAO PAULO TRADE CENTER EXHIBITIONS AS THEY MAY APPLY TO MARKET OPPORTUNITIES IN ARGENTINA NOT COVERED IN CAMPAIGNS. POST IS TO BE COMMENDED IN EXCELLENT EFFORT IN REP FIND SUPPORT OF USTC DURING FY 78. USDOC RECOGNIZES THAT WORKLOAD REQUIRED BY EMBASSY WAS NOT FORSEEN DURING DRAFTING STAGES OF 78 CCP. AND, SINCE ARGENTINA'S POSITIVE ECONOMIC SITUATION IN 1979 WILL PROBABLY GENERATE EVEN ADDITIONAL REP FIND REQUESTS, SPECIAL PRECAUTIONS SHOULD BE TAKEN TO INCLUDE RESOURCES REQUIRED FOR THIS SPECIAL EFFORT.

5. CAMPAIGN NO. 1; PRIORITY RANK 1; MACHINE TOOLS. PRIVATE SECTOR INVESTMENT SHOULD CONTINUE TO RECOVER STRONGLY IN FY 79. NATIONAL MACHINE TOOL BUILDERS UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 047932

ASSOCIATION (NMTBA) HAS PLANNED AN IOGA TRADE MISSION FOR SPRING OF '78. NMTBA OFFICIALS ARE CONFIDENT OVER MACHINE TOOL GROWTH DURING FY 79 PERIOD. USTC IS PLANNING A METALWORKING EXHIBITION IN MARCH 79. THIS EVENT WILL FEATURE METROLOGY (MEASURES) AND LIGHT MACHINE TOOLS. POST MAY WISH TO PLAN CAMPAIGN ACTION AROUND THIS T.C. EVENT.

6. CAMPAIGN NO. 2; PRIORITY RANK 2; ENGINEERING SERVICES AND EQUIPMENT FOR THE PETROLEUM AND NATURAL GAS EXPLORATION AND EXTRACTION INDUSTRIES. PROPOSED SPECIALIZED TRADE MISSION WHICH HAS BEEN MOVED FORWARD TO AUGUST 78 SHOULD SERVE AS KICK-OFF FOR 79 CAMPAIGN. USDOC AGREES THAT MOST IMPORTANT ACTION WILL BE TO PUT LOCAL DECISION MAKERS IN CONTACT WITH U.S. INDUSTRY. FOREIGN BUYERS SERVICES SHOULD BE UTILIZED TO MAXIMUM EXTENT POSSIBLE.

7. EQUIPMENT FOR HEAVY CONSTRUCTION AND MINING INDUSTRIES CAMPAIGN SHOULD INCLUDE CONSTRUCTION AND MINING CATALOG SHOW NOW SCHEDULED FOR APRIL 1979. USDOC WILL REQUIRE UPDATE OF MARKET DESK STUDY BY EARLY FALL OF 79 TO PREPARE SUMMARY MARKET PLAN FOR THIS EVENT.

8. USDOC CONCURS WITH CAMPAIGNS NO. 4 AND NO. 5. A COMMUNICATIONS EXHIBITION HAS BEEN PLANNED FOR THE TRADE CENTER IN JANUARY 79. POST SHOULD PLAN SPECIFIC CAMPAIGN

ACTIVITY AROUND THIS EVENT TO EITHER (1) ENCOURAGE HIGH LEVEL BUYING GROUP TO VISIT SHOW IN SAO PAULO OR (2) INVITE SELECTED EXHIBITORS TO VISIT B.A. AT THE CONCLUSION OF THE EVENT. DATES OF THE PROPOSED SHOW ARE JANUARY 15-19, 1979. USDOC AGREES THAT A MAJOR INVESTMENT EFFORT WILL HAVE TO BE MADE IF ARGENTINA'S PROGRAM TO UP-GRADE PORT FACILITIES IS CARRIED OUT IN FY 79. A MAJOR EFFORT OF THIS CAMPAIGN WOULD BE TO IDENTIFY AND REPORT SALES OPPORTUNITIES FOR THIS TYPE OF EQUIPMENT FOR U.S. EX-UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 047932

PORTERS.

9. OTHER SPECIAL POST EFFORTS. THE THREE ACTIVITIES RECOMMENDED FOR INCLUSION (REF A) ARE CONSIDERED ESSENTIAL INGREDIENTS OF THE FY 1979 CCP AND SHOULD BE DEVELOPED. EMBASSY ENCOURAGED TO CONTINUE TO PROVIDE SPECIAL EMPHASIS TO GENERATE ARGENTINA BUYER ATTENDANCE AT KEY U.S. TRADE SHOWS, SUPPORTED BY THE FOREIGN BUYER PROGRAM. WHILE MAJOR PROJECTS AND PRODUCTS WILL BE COVERED IN ABOVE CAMPAIGNS, POST SHOULD CONTINUE TO BE ALERT TO TRADE OPPORTUNITIES TO U.S. FIRMS. POST MIGHT CONSIDER A HIGHER PRIORITY RANK THAN GIVEN IN REFTEL.

10. AS DISCUSSED IN PARA 4 ABOVE, POST SHOULD SELECT THOSE EVENTS IN USFC FY 79 SCHEDULE WHICH HAVE GREATEST POTENTIAL IN ARGENTINA. ONE OSPE SHOULD BE PREPARED TO INCORPORATE THOSE EVENTS, OTHER THAN THOSE WITH DIRECT APPLICATION TO CAMPAIGNS, WHICH THE POST WILL BE ABLE TO SUPPORT. USDOC CAN THEN PUBLICIZE THIS SUPPORT IN PRE SHOW PROMOTION AND CONVERSELY WILL NOT GENERATE ACTIVITY FOR WHICH TRADE CENTER EVENTS HAVE MARGINAL INTEREST IN ARGENTINA. VANCE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE047932
Document Source: CORE
Document Unique ID: 00
Drafter: BED/OIM/JLBLOW/CMM/DFH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780086-1007
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780215/aaaaamms.tel
Line Count: 158
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 82b838d0-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 BUENOS AIRES 2387, 78 STATE 44899, 78 STATE 18
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3483662
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FOR ARGENTINA FY-1979 GUIDANCE
TAGS: BEXP, AFSP, AR
To: BUENOS AIRES
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/82b838d0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014